# CHARLOTTE

AN INTERACTIVE SYSTEM FOR WEB DESIGN DATA PORTRAITS

Because design is hard to measure, we lack tools for examining design at scale.

How can we identify design patterns without inspecting every example?

Why study design? Understanding patterns that arise from practice can better inform design theory by encouraging visual fluency. Distinguishing the unique characteristics of design classes can ease navigation through the design space.

Charlotte enables aggregate assessment of design examples with respect to selected design principles and elements.
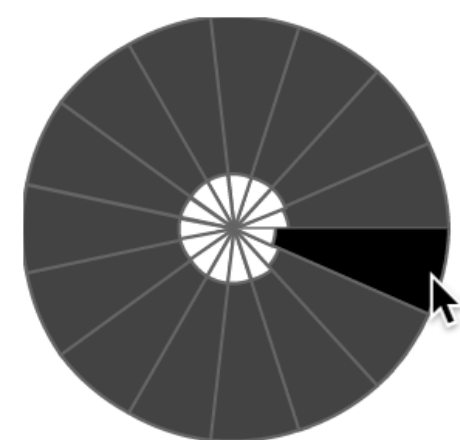

Negative space
Each slice of the circle represents the areas of a page's positive (white) and negative (black).

Labels
Crowdsourced labels describe the site type and design style of the page.

Site Type
blog
web_service
small_business
informational
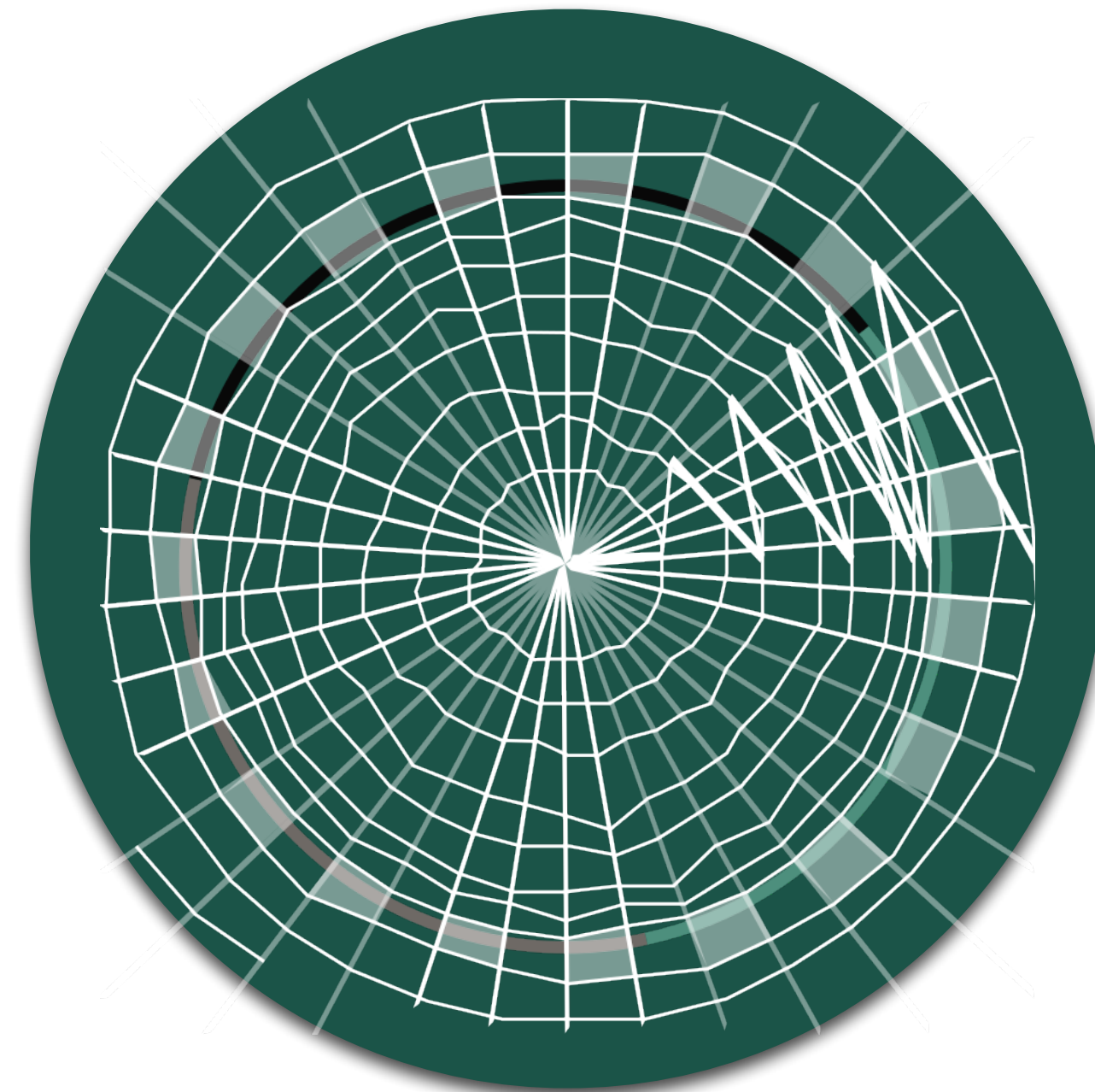e-commerce
design
news
personal_site
corporate
media

Style Type
simple
clean
modern
professional
minimal
plain
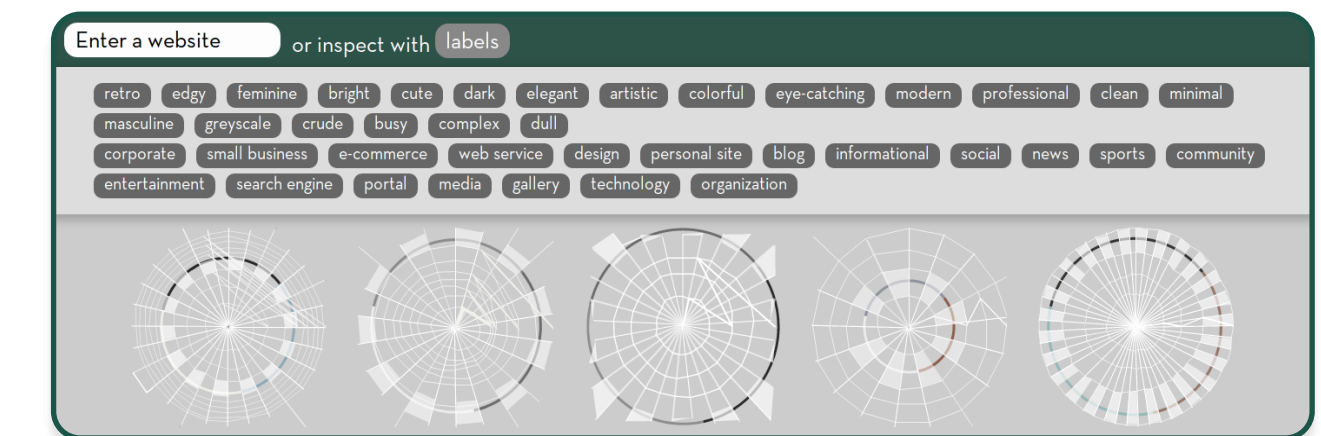contemporary
cluttered
business
color
barebones
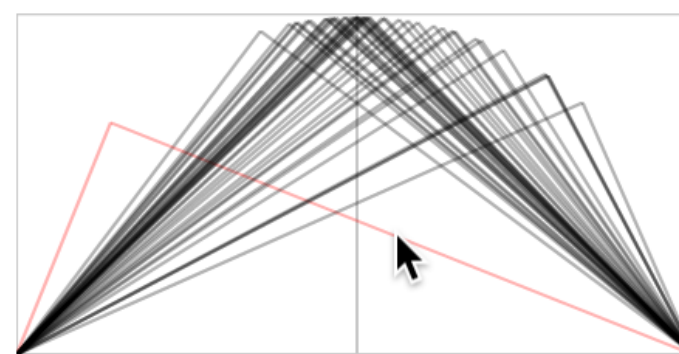
Balance
Balance is achieved when elements are equally distributed on either side of the page.

Future work

Identifying and designing aggregate visualizations for a wider range of design elements, like unity or rhythm

Applying aggregate visualizations to other design domains

Direct manipulation interface for dynamic groupings.

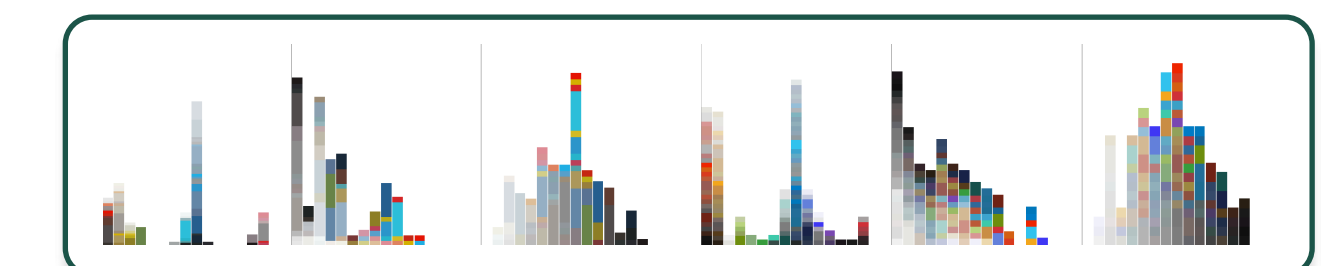Construction of a better distance metric for more representative k-means clusters

View portrayal of Web design groupings capturing their unique character.
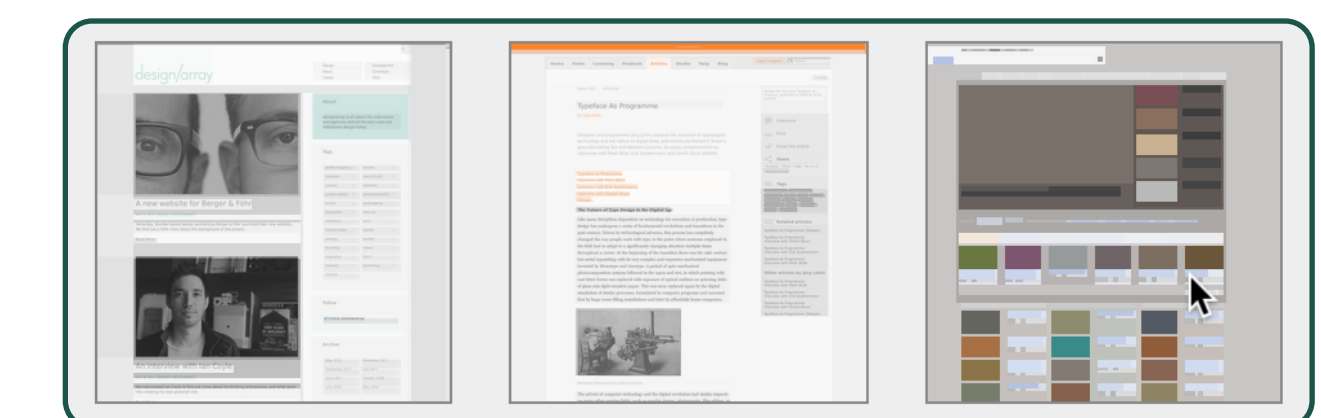

Examine all the designs in a group with respect to design principles and elements.
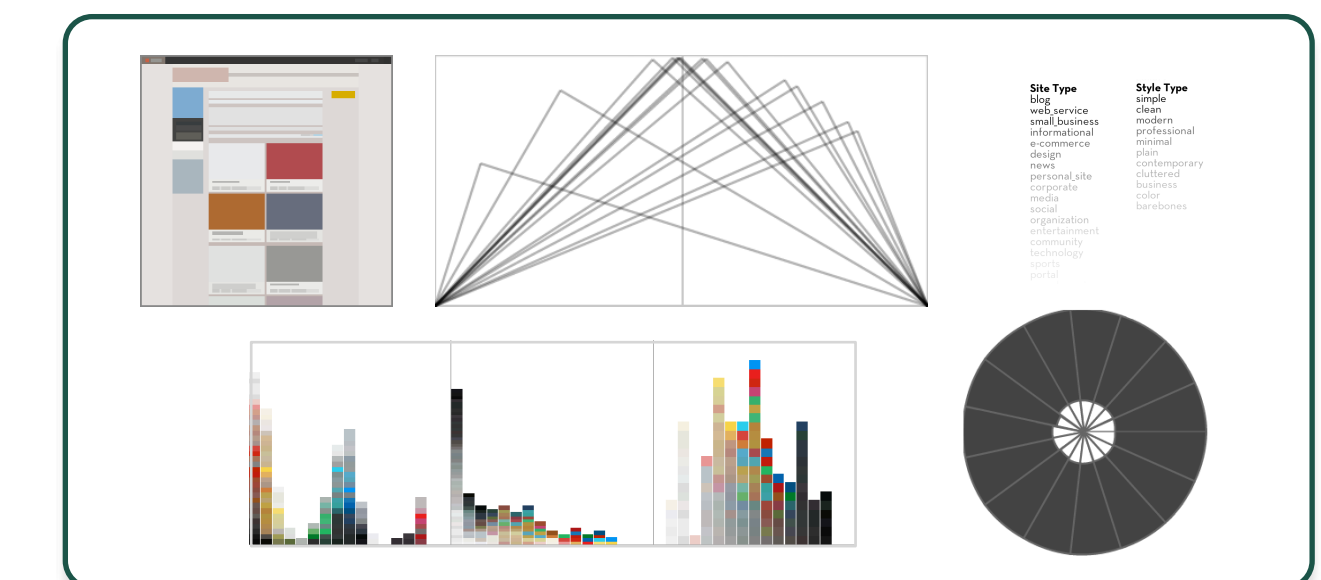
Compare elements across groups.

View the individual designs that form a given group.